

ABSTRACT

An individually wrapped absorbent article package includes an absorbent article placed in a wrapper material folded into a pouch. The pouch may have an opening flap. The wrapper material includes a nonwoven material in at least a border region thereof such that upon the wrapper material being folded into the pouch, portions of the border region of nonwoven material are facing and define a seal zone along sides of the pouch. A frangible seal is formed in the seal zone between the facing borders of nonwoven material. The seal has a seal strength of between about 20 grams-force and about 60 grams-force and an opening noise level of less than about 60 db.